

PUGET SOUND

National Estuary Program



BETTER GROUND

Better Ground is a fresh approach to solving the core awareness issues surrounding natural resource conservation. It is a movement, a new social norm, and a growing community of landowners that are creating positive change across Puget Sound.

What we're doing

We envision dynamic new language and imagery, films, radio spots, public speeches, key events, and outreach campaigns that move the market and drive further Conservation District (CD) engagement in urban and rural areas.

How we're doing it

By collaborating regionally, with all 12 Puget Sound Conservation Districts, we are creating consistent messaging in a cost-effective and reinforcing way.

WHY IS THIS ISSUE IMPORTANT

Conservation districts have long suffered from low public awareness, save in select political, public service, and agriculture communities. Their relative lack of visibility threatens their funding and limits their potential impact at a critical time in history. To truly move the dial on issues like Orca Recovery, or non-point source pollution, we need to scale our efforts significantly.

WHAT YOU CAN DO

We can transform our communities – one property at a time. Join the Better Ground movement to receive online and in-person support to make beneficial changes for your farm, backyard, school, or neighborhood.

ABOUT Puget Sound CDs

Puget Sound Conservation Districts are special-purpose districts, operating within communities across Puget Sound. We provide voluntary, technical, and financial assistance to private landowners, and therefore play a key role with jurisdictions to help create change across the landscape.



FOR MORE INFORMATION

www.betterground.org

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